



مجلة البحوث المالية والتجارية

المجلد (23) – العدد الثالث – يوليو 2022



The Effect of Social Media on Electronic-Purchase Decision during the COVID-19 in Egypt.

الدكتورة/لمياء مصطفى محمد

مدرس – قسم نظم معلومات الاعمال

الاكاديمية العربية للعلوم و التكنولوجيا و النقل البحري - كلية الادارة و التكنولوجيا - قسم نظم
معلومات الاعمال

الدكتورة/نرمين صلاح الدين عيسوي

مدرس – قسم نظم معلومات الاعمال

الاكاديمية العربية للعلوم و التكنولوجيا و النقل البحري - كلية الادارة و التكنولوجيا - قسم نظم
معلومات الاعمال

رابط المجلة: <https://jsst.journals.ekb.eg/>

ملخص

انتشر جائحة Covid-19 على نطاق واسع في جميع أنحاء العالم. كانت عمليات الشراء عبر الإنترنت تتزايد بسرعة بسبب الوباء. كان العملاء يخشون التسوق في المتاجر الفعلية ويفضلون التسوق عبر الإنترنت لتجنب التجمعات. كانت العديد من الشركات تغلق وتتحول إلى شركات تعمل عبر الإنترنت. أصبح ظهور وسائل التواصل الاجتماعي بمثابة مرجع مهم للعملاء من أجل اتخاذ قرارات الشراء بحكمة. الهدف من هذه الدراسة هو استكشاف العوامل التي تؤثر على قرار العملاء بالشراء الإلكتروني (الشراء الإلكتروني) من وسائل التواصل الاجتماعي خلال Covid-19. تستخدم الدراسة النظرية الموحدة لقبول واستخدام نموذج التكنولوجيا 2 (UTAUT2). وفقاً لذلك ، تم إجراء استبيان ل 551 مشارك ، وتم اختبار ست فرضيات باستخدام نمذجة المعادلات الهيكلية (SEM). أظهرت النتائج أن الفوائد المتصورة ، والتوقع ، والتأثير الاجتماعي ، والأمن المدرك لها تأثير إيجابي كبير على قرار الشراء الإلكتروني. توقع الجهد ، الدافع الممتع له تأثير إيجابي على قرار الشراء الإلكتروني ولكن بشكل ضئيل.

الكلمات المفتاحية:

وسائل التواصل الاجتماعي ، قرار الشراء الإلكتروني ، نمذجة المعادلات الهيكلية ، مصر.



Abstract

The Covid-19 pandemic has severely wide spread worldwide. Online purchases were increasing rapidly due to the pandemic. Customers were afraid to shop in physical stores and preferred shopping online to avoid people. Many companies were closing and moving to digitalization. The rise of social media has become such an important reference to customers in order to making purchasing decisions wisely. The goal of this study is to explore the factors influencing customers' decision to Electronic purchase (E-Purchase) from social media during the Covid-19 pandemic. The study uses unified theory of acceptance and use of technology 2 (UTAUT2) model. Accordingly, a questionnaire was conducted to analyze the factors with number of responses equals 551, six hypotheses were tested using Structured Equation Modeling (SEM). Results showed that Perceived Benefit, Perceived Expectancy, Social Influence, Perceived Security have positive significant impact on the E-purchase decision. Effort Expectancy, Hedonic Motivation have positive impact on E-purchase Decision but insignificantly.

Keywords:

Social Media, Electronic-Purchase Decision, Structured Equation Modeling, Egypt.

1- Introduction

Decision making process is affected digitalized due to the existence of social media. New horizons yet affecting domain of decision-making process (Mero, et al., 2020). In retail industry, purchasing behavior of customer has been evolved. Directional change has emerged compared to the traditional concept of E-purchase (Huma,et al., , 2020). Coming years expected that the sales would grow by 100% and the customers preferring to buy online would grow by 2.14 billion (Statista, 2020).

Customer satisfaction is vital in business since they can manage new approaches and provide competitive advantages between companies. Electronic Social Customer Relationship Management (or ESCRM) can enhance customer engagement. Constantinides, et al. (2015), interviewed twenty five electronic social CRM leaders, they focused at representing social E-CRM and its important effect on businesses while determining main issues for further research.

The rise of social media has become such an important reference to customers in order to making purchasing decisions wisely and this has changed the customers' decision-making behavior (McKeown and Shearer ,2019; Elzinga, et al., 2009).

Ismagilova, et al. (2020) examined the factors that affect the E-purchase decision on social media. They examines the four dimensions of website credibility to make recommendations for Pakistani online retail customer.

Dhaliwal,et al. (2020) investigated the E-purchase decision of online customer with a mediating role of attitudinal construct, he tested the relationship between intentions to E-purchase counterfeit and antecedents.

Different researchers approved that social media motivate customers to E-purchase online (Adeola et al., 2020; Dhaliwal,et al.,2020;Bhattarai,et al., 2021). online shoppers trust online purchase



since they read opinions from other customers .Chetioui, et al. (2021) recommended that social marketers worldwide should understand importance of credible social media platforms and digitalize the E-purchase process using online platforms.

This paper contains five major sections. Section two briefly described the literature review that includes about social media E-purchase and the factors affecting E-purchase decision, user behavior intention. In section three, description of the research model and research hypotheses were the main focus. Section four describes the research methodology, research analysis and results. Lastly, conclusion and implications of this research were presented in section six.

2- Literature Review

Information technology and information communication technologies become part for customers decision making for commercial purposes.(Alwan, 2020; Amalia and Indrawati, 2019; Dwived et al., 2017). Many organizations change their business model as well as customers by engaging in e-commerce. Facebook is derived from e-commerce as it facilitates buying and selling goods and service through internet. Facebook is social software that allows people to connect, communicate 24/7 through computer mediated communication. Due to rapid increase of Facebook some users believes that Facebook is a developing e-commerce which provides benefits to both customers and businesses. There are difference between people who are using the internet and those who e-shopped.

2.1 Customer Purchase Decision

Customer engagement is defined in the social media field which understand how customer deal with a business social media post. Social media users express their opinions and emotions using posts. Social media administrations created applications that can measure the engagement and the interaction of users Example of this

application is to understand the amount of customer joining social media accounts (Michaelidou et al., 2011).

Cause-related marketing (CRM) is popular between marketers to achieve financial corporate goals (Sung et al., 2021). They concluded that the marketers need to focus on their products when the target customers do not perceive a high Customer product Fit (CPF). When customers perceive a low CPF, they suggested that CRM is a tool for improving customers' product E-purchase intentions. They recommended that CRM is a useful tool for enhance responses of customer to products.

2.2 Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT) was introduced by Venkatesh et al. (2003). UTAUT combined of the following theories: Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), the Motivational Model (MM), Theory of Planned Behavior (TPB), the Model of PC Utilization (MPCU), Innovation Diffusion Theory (IDT), the Social Cognitive Theory (SCT), and the Integrated Model of TAM. There are four constructs influencing the behavioral intention (BI) in using technology: Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), and Facilitating Condition (FC). Venkatesh et al. (2012) enhanced the previous model by adding Hedonic Motivation (HM), Price Value (PV), and Habit (Hb), known as UTAUT2 model (Nawaz, et al., 2020). UTAUT2 variables were proved that they had a significant impact on the behavioral intention to adopt a particular technology using social media .

There are many factors affecting online purchase investigated by different researchers. Van et al., (2003) identified two main factors affecting customers online purchase decision; these factors are trust and technology. Trust is an essential element for customers to make E-purchase decisions and decrease uncertainty in both online and even



offline.

Author in (Alshurideh,2019) designed a research for understanding customers opinion on mobile phone programs. A quantitative approach and data was collected from 478 customers .Structural equation modelling (SEM) are used to test the proposed model of the study and the developed hypotheses. They concluded that the study found that e-loyalty programs drive loyal customers' choices and repeat buying.

Various frameworks have studied E-purchase decision offline and online but few researches have investigated E-purchase behavior through Facebook. According to Van et al., (2003) online stores and purchasing online is becoming an important method of shopping especially through Facebook and Instagram. The social network became an important tool for customers as well as organizations. Social media still needs more research. There is still limited literature that illustrates customer E-purchase from social media (Oktriyanto et al., 2021). Mishra and Maity (2021) stated that there is an increasing value of online media among teens and a digital shift of media support this, they concluded that differences must be clear between users and media influence in the social media environment.

2.3 Impact of Social Media during Covid-19

There are four types of facebook commerce (Jeff, 2011): a) facebook facilitated on site selling b) facebook initiated selling. c) Complete selling through facebook. D) frames vs facebook app.

Facebook user's gains trust from reading reviews and comments of other customers (Dwyer et al., 2007).The most trendy now in social media is the Instagram; where more than two billion users use it after the Facebook.(Oktriyantoa , et al. 2021). In order to gain competitive advantage; organizations should accept the social media.(Ramadani,et. al., 2014).customers will use technology if he/she perceive it will be useful to him (Alalwan et al., 2017).

Since buying and selling through Facebook and Instagram are in their

early stages and even many customers use it but a study by (Elisabeth, 2010) showed that 48% of customers their age between 20-33 years prefer to shop directly from store.

The Covid-19 encourage organizations and customers to run e-commerce (Capistrano, 2021) and depends more on online transactions (Alaimo et al., 2020; Galati et al., 2020; Chang and Meyerhoefer, 2020; Troise et al., 2021). According to Internet World Statistic, 2019 internet users are increasing every year; 4.574 million internet users reported in 2019 representing 58.7% of total population.

Previous researches proved that social media affects customer E-purchase (Chen and Lin, 2019), despite that Astuti and Putri, (2018) have illustrated that Instagram has weakness in achieving customer trust due to the reviews on various products. The effects for many focal relationships are stronger in recent publications, which confirms the critical influence of the external environment, including access to the Internet and social media. Age, culture, and publication year moderate key relationships. The study contributes to customer socialization literature and has practical implications for marketers interested in teenage customers.

Measuring engagement with social media marketing should focus on the effectiveness on marketing strategies (Barger et al., 2016), they concluded that engagement is the most clear participation. Calder et al. (2009) focuses on study of engagement with website advertising, they concluded that interactive engagement works parallel with advertising effectiveness. Interactive engagement are measured as 'reactions to the ad'. Social media platforms are used for interaction. Instagram allows for likes and comments but not shares comparing to Facebook and Twitter.

Devereux, et al. (2020) investigates social media posts properties of small firms in Tasmania located in Australia which provides higher levels of customer engagement. They concluded that small retail firms' social media postings on social media such as Facebook, Instagram and



Twitter is equals to 2,607. They illustrated that social media posts contains the following variables: the content of the post, which divided into businesses-related or non-business-related, the timing of the post, the platform publish the post and the responses from followers. They concluded that Facebook received significantly high level of engagement when comparing with Twitter and Instagram. Weekend customer engagement is very high compared to the weekdays. Social media can affect the marketing of small businesses and they must focus on the customers and the follower's engagement.

Kim et al. (2015), they tested the negative emotions that are extracted from post–purchase behaviors. The paper enclosed collaboration of social commerce companies and whether they deliver services to customers with a satisfied level.

Chan, et al. (2020) had proven that social media marketing influences online purchase intention with the mediation value of customer trust. Social media marketing and adverting can affect the customer behavior. Developing marketing strategies using social media is very important since it will improve the customer's online purchase intention. They support the idea that trusts variable in social media has a very important role in creating online purchase intentions.

In this study, the proposed model is constructed based on UTAUT2 as theoretical model to predict the effect of social media on the customer purchase decision. Perceived security and social influence are very critical factors for user acceptance of social media under The Covid-19 pandemic. Accordingly, these two variables were included in the proposed model. As a result, applying the UTAUT2 in addition to Mental accounting theory (MAT) including Perceived security and perceived benefits which are used in social media decision (Thaler ,1985).

3. Research Variables and Hypotheses

The proposed model includes 6 independent variables namely Perceived Benefit, Perceived Expectancy, Effort Expectancy, Hedonic

Motivation, Social Influence, Perceived Security. Six Independent variables are adopted for UTAUT2 model which are Perceived Expectancy, Effort Expectancy, Hedonic Motivation, Social Influence. Perceived Security and Perceived Benefit was adopted from MAT model.

A. Perceived Benefit

Perceived benefit is the degree at which an individual believes that online purchasing will be beneficial and have positive outcomes (Yu et al., 2021;Tandon, et al., 2018).

H1. Perceived benefits have a positive influence on Social Media E-purchase Decision during the Covid-19 pandemic.

B. Performance Expectancy

It is a vital factor in UTAUT model at the user's level (Yu et al., 2021). It refers to the expectation that customer believes that it helps them to improve jobs performance (Venkatesh et al., 2003). Customers intention to use new technology will increase as they have powerful perception that technology will helps them to execute their tasks (Alalwanet al., 2018). According to Oliveira et al. (2014) performance expectancy is considered as an important variable for customer acceptance.

H2. Performance expectancy has a positive influence on Social Media E-purchase Decision during the Covid-19 pandemic.

C. Effort Expectancy

Customers decide to E-purchase from social media when he/she feels that the usage of technology is easy (Venkatesh et al., 2003).It is a vital factor in UTAUT model at the user's level(Tandon, et al., 2018; Sair and Danish, 2018). When customer become familiar with using technology; the perceived ease of use become more important and the



barriers faced at the beginning won't exist (Oktriyantoa et al., 2021).

H3. Effort expectancy has a positive influence on Social Media E-purchase Decision during the Covid-19 pandemic.

D. Social Influence

It refers to customer's perceptions toward using the technology. Venkatesh et al. (2003) stated that customer opinion is an essential factor whether customer decide to use new technology or not. Researchers identified that the newest the technology; the highest effect of social influence on the customer decision to use it or not (Alalwan,2020 ; Tandon,et al., 2018).Also Dwivedi et al.(2017) and Venkatesh et al.(2012) stated that the customer intention to use technology increase when the social media influence increase

.H4. Social influence has a positive influence on Social Media E-purchase Decision during the Covid-19 pandemic.

E. Hedonic Motivation

It is a variable in UTAUT model refers to customer's acceptance and use of technology by the existing of some hedonic element like fun, pleasure and satisfaction (Alalwan,2020, Tandon,et al., 2018; Tandon, et al., 2018).

H5. Hedonic motivation has a positive influence on Social Media E-purchase Decision during the Covid-19 pandemic.

F. Perceived Security

Security is important for protecting customers information and transactions from un authorized person(Sharma, 2014). According to Dangelico, et al. (2021) security is considered as a main dimension in e-service, also it is important for customer satisfaction.

H6. Perceived security has a positive influence on Social Media E-purchase Decision during the COVID-19 pandemic.

G. Social Media E-purchase Decision

In this research, social media E-purchase decision which is the choice of a person to E-purchase a service or a product online (Alalwan,2020) is the only dependent factor.

4. Research Methodology

The research type is quantitative and the proposed model was constructed based on UTAUT2 and MAT. The data collection is a questionnaire that was employed using an online google form. The target population were expressed as customers that E-purchase using social media (Facebook).

Two statistical software, SPSS25.0 and AMOS23.0, were used to measure the proposed model variables relationships. The following tests are described descriptive analysis, reliability test, and validity test. The structural equation model (SEM) conducted aligned with confirmatory factor analysis and hypothesis verification analysis.

4.2 Sample Type and Size

A questionnaire was employed using an online questionnaire. The target population were expressed as customers that E-purchase online using social media (Facebook) in Alexandria, Egypt. A questionnaire was developed in English using Google Forms. Chaudhuri and Stenger (2005), stated that stratified sampling is one of the sampling methods to be used in social media data collection which is used in the research. Questionnaire was conducted in Alexandria, Egypt. 571 participants were invited by email and Facebook Messenger to participate in this questionnaire. The Data collection lasted for 30 days. Of the 571 responses received, 551 responses (effective rate is 90.9 %) were considered valid for further analysis after verifying incomplete questionnaire and data. Detailed descriptive statistics of respondents'



characteristics are shown in Table 1.

Table 1: Respondents' Profile

Variable	Items	Frequency	Percent
Age	Under 31	202	36.6%
	31-35	130	23.5%
	36-40	125	22.6%
	Over 40	94	17%
Gender	Female	417	75.6%
	Male	134	24.3%
Income	1,000-7,999	60	10.8
	8,000-15,000	371	67.3
	More than	120	21.7
Profession	Employed	139	25.2%
	Student	202	36.6%
	Retired	54	9.8%
	Unemployed	156	28.3%
Total	-	551	-

5. Statistical Analysis Results

5.1 Reliability Analysis

Thirty Three items are relevant to eleven constructs of the proposed research model selected from existing literature and edited based on the exact topic of this study. Cronbach's alpha coefficient was employed to determine the reliability of the questionnaire. Based on Kannan and Tan (2015), Cronbach's alpha coefficient showed is equal or greater than 0.7, which is similar to constructs constraints. All items in the questionnaire were measured using a five-point Likert scale ranging from (1) strongly agree to (5) strongly disagree as shown in Table 2.

Table 2: Reliability Analysis

#	Construct	Cronbach's alpha	Number of Items
1	Perceived Benefit (PB)	0.81	3
2	Perceived Expectancy (PE)	0.80	4
3	Effort Expectancy (EE)	0.97	4
4	Hedonic Motivation (HM)	0.87	4
5	Social Influence(SI)	0.96	4
6	Perceived Security (PS)	0.93	3
7	Purchase Decision (PD)	0.97	1
	Total		23

5.2 Exploratory Factor Analysis (EFA)

Four assumptions were used to assist Exploratory factor (Hosain, et al., 2021): (Kaisers–Mayesolkin) measure greater than 0.5; which is the minimum value for each factor; the sample size factor loading is equals to 0.50 . Based on EFA, all the items had factor loadings greater than 0.50 as in table 3.



Table 3: EFA

Latent Variable	Item	Factor	CR	AVE
Perceived Benefit (PB)	PB1	0.81	0.811	0.782
	PB2	0.68		
	PB3	0.671		
Perceived Expectancy (PE)	PE1	0.818	0.781	0.711
	PE2	0.721		
	PE3	0.829		
	PE4	0.775		
Effort Expectancy (EE)	EE1	0.788	0.798	0.695
	EE2	0.721		
	EE3	0.779		
	EE4	0.715		
Hedonic Motivation (HM)	HM1	0.608	0.843	0.701
	HM2	0.829		
	HM3	0.889		
	HM4	0.831		
Social Influence (SI)	SI1	0.854	0.871	0.782
	SI2	0.819		
	SI3	0.681		
	SI4	0.779		
Perceived Security (PS)	PS1	0.832	0.886	0.677
	PS2	0.886		
	PS3	0.678		
	A2	0.878		
Purchase Decision	PD	0.887	0.891	0.801

5.3 Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) is a technique based on statistical method, it is used to make sure that factor structure of the observed variables are verified. The relative Chi-Square for this model was 4.521 that is smaller than 5.0 as recommended by Marsh and Hocevar (1985). The comparative fit index (CFI) is 0.935 that greater than threshold recommended by Bentler,(1990). The root mean residual (RMR) value was found to be 0.061, which is less than 0.08 defined by Hu and Bentler, (1998). Goodness of fit index (GFI) of the model is 0.979 which is more than the recommended value of 0.90 suggested by Joreskog and Sorbom, (1993). The adjusted goodness of fit index (AGFI) was found to be 0.892 which matches the threshold recommended by Anderson and Gerbing (1984). The root mean square error of approximation (RMSEA) is 0.065, which is also less than the

suggested fit of Browne and Cudeck (1993). Finally, the standardized means square residual (SRMR) is 0.059 which is less than 0.08 recommend by Browne and Cudeck, (1993).Table 4 defines the confirmatory factor analysis model fit.

Table 4: Confirmatory Factor Analysis Model Fit

Model Fitting Index	Value	Level of Acceptance
Chi-square/df	4.521	<5.0
Comparative fit index (CFI)	0.935	>0.90
Root mean residual (RMR)	0.061	<0.08
Goodness of fit index (GFI)	0.979	>0.90
Adjusted goodness of fit index (AGFI)	0.892	>0.85
Root mean square error of approximation (RMSEA)	0.065	<0.08
Standardized means square residual (SRMR)	0.059	<0.08

Structural equation modeling focuses on identifying the significant relationships among ten different factors affecting E-purchase decision for customers on Facebook. All variable have positive impact meanwhile PB, PE, SI, and PS have positive significant impact with values respectively: 0.421,0.512,0.221, and 0.497. Figure 1 represents research model.

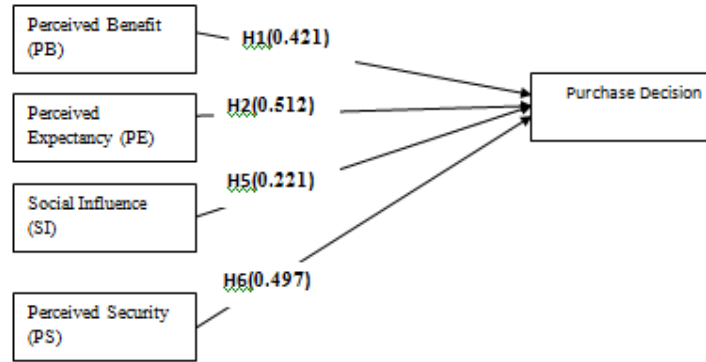


Figure 1. Research Model

Results of hypothesis concerning Perceived benefit , perceived expectancy and perceived security and social influence are similar to findings in Yu et al.,(2021) and Alalwan,(2018). Hypothesis of Effort Expectancy and Hedonic Motivation are not supported in E-purchase demand that is equivalent to the results in Sair and Danish, (2018) and Sharma (2014). However, results did not agree on Hedonic Motivation variable alignment with the results on previous research (Tandon, et al., 2018) since the differences in the culture of Egypt and Europe that affects personality, E-purchase needs and E-purchase decision. Cultural dimensions such as individualism, uncertainty avoidance (UA), masculinity power distance (PD), and long-term orientation leads to different customer decision (Hofstede,1980). Results agreed with (Elisabeth, 2010) in that internet users represent 23.5% of customers their age between 20-33. Results had shown that Female are more likely to shop with a value 75.6% , this will help companies to customize their advertising towards women.

6. Conclusion

Social Media E-purchase decision has many factors. The study aims to examine the factors that affect the E-purchase decision including UTAUT2 variables. Results had shown that Perceived Benefit, Perceived Expectancy, Social Influence, Perceived Security have positive significant impact on the E-purchase decision. Effort Expectancy, and Hedonic Motivation have positive impact on E-purchase Decision but insignificantly.

6.1. Academic Implications

The research provide an important implication in which it focuses on factors affecting online purchase decision on social media in Egypt. Academic researchers working in customer behavior and social media fields can benefit from the results of this research. This research investage the online purchase decision of customers during the Covid-19 duration that affects decision making process in different fields.

6.2. Practical Implications

The results of this research can be used by Social Media developers and marketing departments located in companies to take the opportunity and to promote more to their products using social media since the online users are attached to the social media advertising. Perceived Benefits was proved to have the highest significant positive influence on online purchase decision. Thus, companies should increase awareness and highlight the value obtained in social media marketing. Online users realize how useful social media to find their products.

Findings suggest that perceived security and social had a significant positive effect on users' behavioral intentions to E-purchase products from social media. Consequently. Company's advertising using social media must focus on perceived security.

6.3. Limitation and Future work

Limitation of the research is represented as follows: data collection was limited to a sample of 551 person, Egyptian market is the only tested market and should be expanded to Gulf Area. Examined factors are UTAUT2 variables. Factors like culture can be examined on future work and a bigger sample of internet users can be tested.



References

- Alaimo, L., Fiore, M. and Galati, A. (2020). How the the Covid-19 pandemic is changing online food shopping human behaviour in Italy, *Sustainability*, Vol. 12 No. 22, p. 9594, doi: 10.3390/su12229594.
- Adeola, O., Hinson, R., and Evans, O. (2020). Social media in marketing communications: A synthesis of successful strategies for the digital generation. In *Digital Transformation in Business and Society* (pp. 61-81). Palgrave Macmillan, Cham.
- Alalwan, A. , Dwivedi, Y., and Rana, N. (2017). Factors influencing adoption of mobile banking by Jordanian bank customers: Extending UTAUT2 with trust. *International Journal of Information Management*, 37(3), 99-110.
- Alalwan, A., Dwivedi, Y., Rana, N. and Algharabat, R. (2018). Examining factors influencing Jordanian customers' intentions and adoption of internet banking: extending UTAUT2 with risk, *Journal of Retailing and Customer Services*, Vol. 40, pp. 125-138.
- Alalwan, A. (2020). Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse, *International Journal of Information Management*, Volume 50, 2020, Pages 28-44, ISSN 0268-4012.
- Alshurideh, M.(2019). Do electronic loyalty programs still drive customer choice and repeat purchase behaviour?, *Int. J. Electronic Customer Relationship Management*, Vol. 12, No. 1, 2019.
- Anderson, J. and Gerbing, D. (1984). The effect of sampling error on convergence, improper solutions, and goodness-of-fit indices for maximum likelihood confirmatory factor analysis ,*Psychometrika*, Vol. 49 No. 2, pp. 155-173.

- Astuti, B., and Putri, A. (2018). Response of the millennial generation to brand communication on brand equity of social media, *Integrative business and economics research*, 373-386.**
- Barger, V., Peltier, J. and Schultz, D. (2016). Social media and customer engagement: A review and research agenda. *Journal of Research in Interactive Marketing*, 10(4), 268-287.**
- Bentler, P.(1990). Comparative fit indexes in structural models, *Psychological Bulletin*, Vol. 107 No. 2, pp. 238-246.**
- Bhattarai, S., Chatterjee, A., and Park, W. (2021). Effects of US quantitative easing on emerging market economies. *Journal of Economic Dynamics and Control*, 122, 104031.**
- Browne, M.W. and Cudeck, R.(1993). Alternative ways of assessing model fit, *Sage Focuses Editions*, Vol. 154, pp. 126-136.**
- Calder ,B., Malthouse,E., Schaedel, C. (2009).An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness. *Journal of Interactive Marketing* 23 (2009) 321–331.**
- Capistrano, E., (2021). Trust in E-commerce Acceptance and Use: The Case of the Philippine Online Food Delivery and Tourism Booking Services. *Philippine Management Review* 2021, Vol. 28, 37-56.**
- Chan,B. , Purwanto,E. , Hendratono,T.(2020).Social Media Marketing, Perceived Service Quality, Customer Trust and Onlinepurchase Intentions .*Technology reports*, Volume 62, Issue 10,123-150.**
- Chang, H. and Meyerhoefer, C. (2020). THE COVID-19 and the Demand for Online Food Shopping Services: Empirical Evidence from Taiwan, *NBER Working Papers* 27427, National Bureau of Economic Research.**
- Chen, S., and Lin, C. (2019). Understanding the effect of social media marketing activities: Themediation of social identification, perceived value, and satisfaction. *Technological Forecasting andSocial Change*, 22-32.**



- Chetioui, Y., Butt, I., and Lebdaoui, H. (2021). Facebook advertising, eWOM and customer E-purchase intention-Evidence from a collectivistic emerging market. *Journal of Global Marketing*, 1-18.
- Constantinides,E., Yousif,A., Vries,S.(2015). Understanding electronic social customer relationship management: foundations and current major themes. *International Journal of Electronic Customer Relationship Management*Vol. 8, No. 4
- Chaudhuri,A. & Stenger,H.(2005). Survey Sampling Theory and Methods. *Taylor and Francis Group, LLC, 2005*.
- Dangelico,R., Fabio Nonino,F. and Pompei, A.(2021). Which are the determinants of green E-purchase behaviour? A study of Italian customers, *Business Strategy and the Environment*, Wiley *Blackwell*, vol. 30(5), pages 2600-2620.
- Dhaliwal, A., Singh, D., and Paul, J. (2020). The customer behavior of luxury goods: A review and research agenda. *Journal of Strategic Marketing*, 1– 27.
- Devereux,E.,Louise Grimmer,L.,Grimmer,M. (2020).Customer engagement on social media: Evidence from small retailers. *Journal of Customer Behavior* ,Volume19, Issue2.
- Dwyer, C., Hiltz, S. and Passerini, K. (2007). Trust and privacy concern within social networking sites: A comparison of Facebook and MySpace. *IN Hoxmeier, J. A. and Hayne, S. (Eds.) 13th Americas Conference on Information Systems (AMCIS 2007): Reaching New Heights. Keystone, Colorado, Curran Associates, pp. Paper 339*.
- Dwivedi, Y., Rana, N., Janssen, M., Lal, B., Williams, M., and Clement, M. (2017). An empirical validation of a unified model of electronic government adoption (UMEGA). *Government Information Quarterly*, 1–20.

Elisabeth, K. (2010). JWT China: Advertising for the New Chinese Customer. *Harvard Business School Case 809-079.*

Elzinga, T., Albronda, B. and Kluijtmans, F. (2009). Behavioral factors influencing performance management systems' use. *International Journal of Productivity and Performance Management, Vol. 58 No. 6, pp. 508-522.*

Galati, A., Crescimanno, M., Vrontis, D. and Siggia, D. (2020). Contribution to the sustainability challenges of the food-delivery sector: finding from the Deliveroo Italy case study. *Sustainability, Vol. 12 No. 17, p. 7045, doi: 10.3390/su12177045.*

Hofstede, G. (1980). Culture and organizations. *International Studies of Management and Organization, Vol. 10 No. 4, pp. 15-41.*

Hosain, M., Ameen M., Mustafi, A., Parvin, T. (2021). Factors affecting the employability of private university graduates: an exploratory study on Bangladeshi employers. *Research Review.*

Hu, L. and Bentler, P. (1998). Fit indices in covariance structure modeling: sensitivity to under parameterized model misspecification. *Psychological Methods, Vol. 3 No. 4, pp. 424-453.*

Huma, Z., Alotaibi, N., Aziz, A., and Shah, S. (2020). The moderating effect of EWOM on online purchase: A prespective from the viewpoint of Pakistan Customer. *International Journal for Quality Research, 14(4).*

[Internet World Statistic \(2019\), World internet users statistics and 2020 world population stats. Available at: https://www.internetworldstats.com/stats.htm.](https://www.internetworldstats.com/stats.htm)

Huda, S., Saha, S., Kabir, M. (2021). Influence of eCRM on customer satisfaction and customer loyalty: a study on Bangladesh's fast food industry. *International Journal of Electronic Customer Relationship Management Vol. 13, No. 1.*

Ismagilova, E., Rana, N. , Slade, E. , and Dwivedi, Y. (2020). A meta-analysis of the factors affecting eWOM providing behaviour.



European Journal of Marketing.

- Jeff, E. (2011). *The beginners guide to facebook. E-publisher.*
- Joreskog, K. and Sorbom, D. (1993). *Lisrel 8: Users' Reference Guide. Scientific Software International, IL.*
- Kannan, V., and Tan, K. (2015). *Just in time, total quality management, and supply chainmanagement: Understanding their linkages and impact on business performance. Omega,33(2), 153–162.*
- Kim,Y.,Chang,Y.,Wong,S., Park, M.(2015). *Customer attribution of service failure and its impact in social commerce environment. International Journal of Electronic Customer Relationship Management Vol. 8, No. 1-3*
- Liao, Z. and Cheung, M.T. (2008), *Measuring customer satisfaction in internet banking: a core framework, Communications of the ACM, Vol. 51 No. 4, pp. 47-51.*
- Marsh, H. and Hocevar, D. (1985). *Application of confirmatory factor analysis to the study of selfconcept: first-and higher order factor models and their invariance across groups. Psychological Bulletin, Vol. 97 No. 3, pp. 562-582.*
- McKeown, C., Shearer, L. (2019). *Taking sustainable fashion mainstream: social media and the institutional celebrity entrepreneur. J. Consum. Behav. 18 (5), 406e414. OECD, 2016. Environmental labeling and information schemes.*
- Mero, J., Tarkiainen, A., and Tobon, J. (2020). *Effectual and causal reasoning in the adoption of marketing automation. Industrial Marketing Management, 86, 212-222.*
- Mishra, A., Maity, M.(2021). *Influence of parents, peers, and media on adolescents' Influence of parents, peers, and media on adolescents' customer knowledge, attitudes, and E-purchase behavior: A meta-analysis. J Customer Behav. 2021;1–15.*

- Michaelidou, N., Siamagka, N. T., and Christodoulides, G. (2011). Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Industrial Marketing Management*, 40(7), 1153–1159.**
- Nawaz, S., Hilmy, H., and Gunapalan, S. (2020). Islamic banking customers' intention to use mobilebanking services: A Sri Lankan study. *Journal of Advanced Research in Dynamical and Control Systems*, 12(2), 1610–1626.**
- Oktriyantoa,B., Budiartob,G., Siahaanc,S. and Sanny,L. (2021). Effects of Social Media Marketing Activities Toward E-purchase Intention Healthy Food in Indonesia. *Turkish Journal of Computer and Mathematics Education. Vol.12 No.10 (2021), 6815 – 6822. Published online: 28 April 2021.***
- Oliveira, T., Faria, M., Thomas, M. and Popovic, A. (2014). Extending the understanding of mobile banking adoption: when UTAUT meets TTF and ITM. *International Journal of Information Management*, Vol. 34 No. 5, pp. 689-703.**
- Ramadani, V., Demiri, A., and Saiti-Demiri, S. (2014). Social media channel : The factors that influence the behavioural intention of customer. *Journal Business and Globalisation*.**
- Sair, S. and Danish,R. (2018). Effect of Performance Expectancy and Effort Expectancy on the Mobile Commerce Adoption Intention through Personal Innovativeness among Pakistani Customers. *Pakistan Journal of Commerce and Social Sciences 2018, Vol. 12 (2), 501-520.***
- [Sharma, S., \(2014\). Adoption of e-government services: The role of service quality dimensions and demographic variables. *Emeraldinsights*.](#)**
- Statista. Statista.com. Accessed 11 oct 2020.**
- Sung,H.,Kim,J.,Choi,H. (2021).Effects of customer–cause fit and customer–product fit of cause-related marketing on product E-**



purchase intention, *Journal of customer behavior, Volume20, Issue3May/June.*

Tandon,U., Kiran,R.,Sah, A. (2018). The influence of website functionality, drivers and perceived risk on customer satisfaction in online shopping: an emerging economy case. *Information Systems and e-Business Management volume 16, pages57–91*

Thaler, R. (1985). Mental Accounting and Consumer Choice. *Marketing Science, 4(3), 199–214*

Troise, C., O’Driscoll, A., Tani, M. and Prisco, A. (2021). Online food delivery services and behavioural intention – a test of an integrated TAM and TPB framework. *British Food Journal, Vol. 123 No. 2, pp. 664-683, doi: 10.1108/BFJ-05-2020-0418.*

Van, H., Verhagen, T. and Creemers, M. (2003).Understanding onlinepurchase intentions: contributions from technology and trust perspectives. *European Journal of Information Systems, vol. 12, no. 1, pp. 41-48.*

Venkatesh, V., Morris, M., Davis, G. and Davis, F. (2003).User acceptance of information technology: toward a unified view. *MIS Quarterly, pp. 425-478.*

Venkatesh, V., Thong, J., and Xu, X. (2012). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology. *MIS Quarterly, 36(1), 157–178.*

Yu, L. Chen,Z. Yao,P. Liu, H. (2021). A Study on the Factors Influencing Users’ Online Knowledge Paying-Behavior Based on the UTAUT Model. *J. Theor. Appl. Electron. Commer. Res. 2021, 16, 1768–1790.*

Appendix A

Questionnaire

Latent Variable	Item	
Perceived Benefit (PB)	PB1	Social media commerce appears dependable
	PB2	Social media commerce appears secure
	PB3	Social media commerce is reliable
Perceived Expectancy (PE)	PE1	I believe that Social media is useful
	PE2	I believe that the social media commerce provide faster service
	PE3	I think Social media is useful to me to make a faster and easier
	PE4	The interaction with Social media is clear and understandable
Effort Expectancy(EE)	EE1	I feel that I am an active member of the society of Facebook
	EE2	I feel happy when I use social media commerce
	EE3	I use all the features of Social media Like share tag etc
	EE4	I will miss Social media if for any reason I can not use the network
Hedonic Motivation (HM)	HM1	Learning the use of Social media was easy for me
	HM2	I enjoy using social media commerce
	HM3	I believe that the use of Social media purchases would be enjoyable
	HM4	I believe that the use of Social media purchases would be fun process
Social Influence (SI)	SI1	Most of my friends make social media commerce
	SI2	Most of my friends motivate me to use social media commerce
	SI3	My family use social media commerce
	SI4	My family members motivate me to use social media commerce
Perceived Security (PS)	PS1	I feel more confident while using social media in ecommerce
	PS2	I think it is more secure to make transaction through Social media
	PS3	I think that because of the nature of social networking my
	PS4	I think my transaction data in social media commerce is secure
Purchase Decision	PD	If I have the opportunity in the future I would like to use Social media